

**Project Title:** Hickory Knob State Resort Park Business Center Survey

**CPM Candidate:** Elizabeth Lemmond

**Agency:** South Carolina Department of Parks Recreation & Tourism

**Submission Date:** January 30, 2007

S. C. STATE LIBRARY

JUL 23 2007

STATE DOCUMENTS

The South Carolina Department of Parks, Recreation & Tourism (SCPRT) agency's mission is to *raise personal income of South Carolinians by creating a better environment for economic growth through delivering state government services more effectively, improving quality of life, and promoting economic development through tourism.* "SCPRT provides a multitude of diverse services to include a large scope of locations which includes 46 state parks that covers more than 80,000 acres of South Carolina's natural and cultural resources, more than 1,500 separate buildings, 155 cabins, 80 motel rooms, 3,000 campsites, two 18-hole golf courses, two saltwater fishing piers, 42 ponds, 156 miles of paved roads, and more than 300 miles of hiking and riding trails."

(discoversouthcarolina.com) "The State Park Service and Welcome Center programs are unique in state government in that their customers actually have a choice in whether or not to use their services." (Annual Accountability Report, 2005-2006). The focus of SCPRT is to provide the tools necessary to market and fulfill the needs of the customers.

### **Problem Statement**

Hickory Knob State Resort Park is changing its focus to provide meeting services to groups that are reserving meeting accommodations at the park such as meeting rooms, lodging and reservations in the restaurant. Currently, the park has a retail shop that is located in the resort's lodge between the front desk check-in area and the restaurant. Park Operations believes that the space in the retail shop could be utilized in a more efficient manner. The idea is to create a service within the available space that can be both beneficial and self-sustaining.

Hickory Knob State Resort Park changed focus in 2005 when management decided to begin promoting group visitation in larger numbers. In September 2005, the agency hired a Sales Manager whose main responsibility is to assist the State Park Sales Manager with the development and implementation of a sales and marketing plan for Hickory Knob State Resort Park. The plan is aimed at increasing revenue through lodging, meeting space rentals and golf rounds. In calendar year 2006, the meeting facility revenue was \$336,775.91, which includes conference/meeting building, equipment rental and group facilities.

Currently the retail areas on the park include the pro-shop lounge located on the golf course and the retail shop located in the resort lodge. In calendar year 2006, the retail areas earned a combined revenue of \$102,620.49. Golf apparel is the main retail item sold at the pro-shop lounge. However, the retail shop in the resort lodge sells items such as golf apparel, wind chimes, thermometers, magnets, glassware, etc. Once the use of space is determined for the existing retail area, the retail items will be moved to another location within the area of the lodge.

### **Hickory Knob State Resort Park**

Hickory Knob State Resort Park was leased in 1969 from the U.S. Army Corps of Engineers. The park covers 1,091 acres alongside Strom Thurmond Lake in South Carolina's Savannah Lakes region in McCormick County. Hickory Knob provides recreational activities which include an 18-hole championship golf course, trails for hiking, walking and biking; tennis courts, and facilities for

archery and skeet shooting. Overnight accommodations include: motel, park cabins, a restaurant and meeting facilities.

The park's group meeting space accommodates 60 people in two rooms, Mt. Carmel and McCormick, in theater-style seating. Other meeting facilities include the Convention Center, which features a fireplace, kitchen and restrooms and will seat up to 100 people theater-style and rents for \$200-250 per day. The Long Cane Center, also called "The Barn," has a kitchen and restrooms, is very spacious and will seat up to 200 people theatre-style and rents for \$280-350 per day.

## **II. Data Collection and Analysis**

The front desk staff at Hickory Knob State Resort Park received a memorandum from Human Resource Management asking the employees to assist with conducting a survey with regards to a proposal for restructuring the retail area located in the resort lobby. (Memo p.24) The survey was conducted at Hickory Knob State Resort Park. It began October 13, 2006 and ended December 13, 2006. The survey was given to guests, survey participants, who were scheduled to attend group meetings. The survey participants had an option of either completing a paper version of the survey given by the front-desk staff or they could complete the survey on-line. Upon the completion of the survey, each participant was given a 10% off coupon to be redeemed at Hickory Knob's retail shop or pro shop. The coupon is scheduled to expire on December 31, 2007. Front-desk staff was given a memo indicating the proper procedures for managing the coupon. (Memo p.26)



Twenty groups visited the park during the period in which the survey was conducted and seventy-three participants completed the survey. Three survey participants completed the survey on-line and the remaining seventy completed paper surveys. The front desk staff mailed the surveys to Human Resource Management after the December deadline. The surveys were entered into the PERSIUS database and the results were tabulated.

### **Survey Results**

When asked whether or not the participants surveyed stayed overnight at Hickory Knob within the past twelve months prior to the current visit, 31.5% indicated "yes" and 68.5% indicated "no". The participants who answered "Yes" with twenty-five valid responses, 68% indicated once, 24% indicated twice and 8% indicated three or more. A valid response would be defined as a total number of responses given out of the seventy - three participants surveyed. The responses provide insight regarding the number of repeated customers within a twelve month period. According to the responses given, over half of the participants surveyed visited the park more than once within the last twelve months. (Survey p. 14)

When surveyed about the nature of the participants visit, seventy-three valid responses indicated that 50.7% of participants were there to attend a business meeting, 27.4% indicated a social gathering, 17.8% indicated other, 11% indicated golfing and 1.4% indicated boating. The front-desk staff was instructed only to give surveys only to guests who were scheduled to attend a business meeting. Some participants checked more than one option, which

proves that guests are also taking advantage of other recreational activities located on the park. (Survey p. 14)

When asked, what business services were used by the participants, twenty-two participants responded indicating that 8.2% used the internet via telephone modem in their rooms or wireless access at the Long Cane Center, 6.8% requested used a copier, 1.4% requested to use a fax, 1.4% used a printer and 12.3% indicated "other." The responses provide insight to the amount of participants who requested additional services out of the realm of what the park is consistently providing within their meeting services. When the participants responded with "other," they indicated phone services. Cell phones are normally used on the park; however, service is not always available due to the lack of cell towers located in the area. (Survey p. 15)

When asked, "Were your meeting requirements met," fifty-six participants responded, 96.4% indicated, "Yes" and 3.6% indicated, "No". The 3.6%, who indicated "no", responded with "unable to use cell phone" and "needed internet access." (Survey p. 15) If internet and cell service were available, more groups may be interested in taking advantage of the meeting facilities at Hickory Knob.

When the participants were asked if they would recommend the Hickory Knob meeting services to a colleague or friend, out of sixty valid responses, 100% indicated, "Yes." The responses indicated that the participants surveyed were satisfied with their visit at Hickory Knob State Resort Park. (Survey p. 15)

When asked, "What are some things you would like to change relative to our meeting accommodations?" The participants who responded indicated the

use of high speed internet. The other responses were either not related to the meeting facilities or were not specific. (Survey p. 16)

When asked, "Which of the following meeting services would you utilize should Hickory Knob offer a business service area," out of seventy-three valid responses, 46.6% participants surveyed indicated the internet, while 23.3% indicated a printer, 23.3% indicated a copier, 9.6% indicated a fax.

The percentages reflect the repeated request for wireless internet service on the park. The other services received a positive response, but are not as high in demand. In theory, if these additional services were available, the guests would most likely utilize them on an as needed basis. (Survey p. 16)

When asked, "How likely would you be to access internet services," out of one hundred fifty-two valid responses, 45.9% indicated "very likely" in their room, 32.7% of the participants indicated "not likely" in the "Resort Lobby", and 31.0% indicated "more likely" in the "Business Center." Currently, the guests at the resort are able to access the internet service by dial-up through the telephone lines. However, the service is very slow and guests are not always able to access the internet. The percentages indicated the likelihood of the use of the internet in the "Resort Lobby" versus the "Business Center" is very close. Currently the Resort Lobby has the capability for wireless internet service, but it is only accessible to employees at SCPRT. (Survey p. 16)

The survey participants were asked, "What new services would you like for Hickory Knob to provide," the unanimous response was for wireless internet

services. Teleconference capacity was another suggestion and a fax machine was also indicated.

When asked, "Did you purchased items from the retail shop," out of sixty-nine valid responses, 31.9% reported, "Yes" and 68.1% indicated, "No". The majority of the participants surveyed did not purchase items from the retail shop. (Survey p. 17) For a list of the items purchased, see (Survey p. 17).

The participants' overall impressions of Hickory Knob State Resort Park were very positive. (Survey p. 18)

#### **Demographic Information:**

The majority of the survey participants completed part of the demographic information. Therefore, there are discrepancies in total responses. The demographic information requested included the name of the organization, age, gender and occupation. Twenty groups are listed has having a least one survey participant, the ages ranged from 31-82 with thirty-eight (38) females and Twenty-five (25) males. (Survey p. 18 and 19)

#### **IV. Implementation Plan:**

Business centers are placed in hotels such as Days Inn and Holiday Inn Express located in Greenwood, S.C, Belmont Inn located in Abbeville, S.C. and Holiday Inn located in Clinton, S.C. The nearest location in Georgia is the Elijah Clark facility. All of these locations offer business services at zero to minimal cost. However, they are located at least twenty miles or more from Hickory Knob State Resort Park. In order to accommodate the park guests, a business center will prove to be practical and favorable.

Currently the implementation plan for providing guest internet service at Hickory Knob State Resort Park is partially underway. Director of Technology Services at SCPRT, David Elwart, conducted research to determine the types of services other States offer regarding WiFi internet access at their State Parks. Mr. Elwart's report indicated that a survey was conducted to identify which States are using one of two models for providing this service – Free and/or Fee-based:

Fee-based services are generally provided by outsourced vendors, not the State agency. In the Fee-based model, States collect a percentage of revenue generated by the service. The Agency is not responsible for the procurement, maintenance or administration of the system. In the free model, wireless service is provided free to the public, but costs are incurred by the state agency which may be funded by budget items and/or offset by private advertising funds used to provide the service. They are able to offer these free services by absorbing the monthly re-occurring cost by utilizing one or a combination of the following two methods:

- Work with an advertising agency on the sale of advertising to be displayed on splash screen(s) upon initial access to the service. Reports would be available to be shared with advertiser(s) on number of page reviews for cost justification.
- Increase in nightly room/campsite rate at parks where service is available.

**(Elwart, 20)**

The recommendation for providing free internet access to the guests at Hickory Knob State Resort Park is indicated in a phased approach as follows:

- Phase I – Meeting area/lobby using WiFi (WiFi is an internet hook-up using a lap top)
- Phase II- Hotel Rooms, and lodge rooms using Long Range Ethernet over existing copper telephone lines
- Phase III – Business Center (two computer stations)

The deployment will be based upon budget and time constraints of staff. During the month of May 2007, Technology Services would like to purchase all hardware

and software; Ethernet and Internet connections, conduct custom programming of Captive Portal splash screen and test the system. In June 2007, the technology services staff hopes to "Go Live" at Hickory Knob State Resort Park with the WiFi zone and possibly begin work on Phase II. (Elwart 20)

Phase III addresses the use of the current retail space in the resort's lobby. As mentioned, the recommendation is that the space be converted into a business center. The results of the survey support the idea and with the buy-in from the key stakeholders: Park Operations, the agency's Directorate and Technology Services, the space will grant the additional business needs of the park visitors. The business center would potentially provide two computers for internet access at the cost of \$1,300.00 per computer; a fax/copier, the cost which is provided below and the space for seating. The cost of restructuring the room has been estimated by Park Operations to be approximately \$50,000. The cost includes removing the grill and hood previously used when the retail shop was a grill/café, purchasing carpet and furniture, and painting the room. The projected cost recovery period would be based on the profit received from overnight accommodations. In calendar year 2006, Hickory Knob booked 13,900 overnight accommodations in both the motel rooms and cabins. If you increased the room rates by \$3.60, it would take a year to recover the restructuring cost.

A Bizhub fax/copier is recommended for the business center. Listed below are the rates and volume usage for the copier.

Bizhub 180

Target Volume:	3,750
Monthly Volume Range:	2,500 – 5,000
Speed:	18 pages Per Minute

The standard configuration cost per copy CPC (Lot 2):

CPC for first 30% of volume: \$0.0721

First 30% of Volume: 1,125

CPC for all copies made after the first 30% Volume: \$0.0132

Cost per copy includes all maintenance, parts, replacement drum, and all supplies except paper and staples.

Optional Accessory Pricing:

CPC for first 30% of Volume    \$.0721

Scan Kit:                                \$.0004

Fax Kit:                                  \$.0026

Automatic Document Feeder: \$.0013  
                                                      \$.0764

1,125 copies @ .0764 = \$85.95 (30% of the copies)

2,625 copies @ .0175 = \$45.93 (The remaining copies)

Total    \$132.00 per month

The cost for the copier/fax service could be included in the group meeting rates and/or absorbed by the park's operational budget. Either way, the services provided would be self-sufficient; allowing the customer to utilize the unlimited service without paying additional fees at the time of usage.

It is the future goal of Technology Services to work with advertising agencies to promote splash screen(s), which will enable the cost of internet usage to be reduced based on the amount of advertising used on the splash screens.

## **V. Evaluation Method**

The Hickory Knob Business Center survey provided an opportunity for guests to give feedback about the business services the park could potentially offer. Whether the meetings are social and/or business related, the new survey data provides insight that will be used to validate the need for internet service and fax/copier services in a business center. Overall, the participants surveyed

indicated that they were satisfied with the current business services offered by the park. However, the participants' responses verified that there is a need for improvement within the area of providing internet service in different areas of the park including the resort lobby, business center and motel rooms/cabins.

According to the Internet Access Report written by Mr. Elwart, the monthly recurring internet charge is \$1,125.00 per month with a one time start up fee of \$45,038.00 - \$50,681.00. As of January 22, 2007, Park Operations and the Directorate have approved the proposal that Hickory Knob State Resort Park will pay the monthly charge plus the one time start up fee and offer the internet services throughout the park to include the front lobby and motel rooms/cabins. Once these services are available, it will be incumbent upon the agency to ensure that these services are cost efficient and successful for the guests.

An effective way to monitor and measure results as it pertains the Hickory Knob's meeting accommodations would be to conduct monthly evaluations of customer feedback. Customer feedback may be obtained through several different methods. These methods may include comment cards for written feedback, guest observation or one-on-one conversation with the guests. Another form of obtaining customer feedback would be by performing an informal survey at the time of check-out by asking the guest(s) about their visit and if their needs and expectations were met. In theory, if a business provides an opportunity for guests to communicate their needs, it is also accepting the responsibility of improving services and accommodations. The baseline survey data confirmed that 96% of the participants surveyed indicated they were



satisfied with Hickory Knob's meeting services. However, as new groups continue to reserve the resort's meeting facilities; requests for additional meeting accommodations such as a business center may become more of a demand.

Copier/fax usage may be monitored each month to determine if guest usage exceeds the monthly volume rate of 3,750 copies. If the usage rate exceeds the monthly volume rate, then the charge for the copier/fax service would need to be adjusted.

As the South Carolina Department of Parks, Recreation and Tourism continues to receive requests for internet services from visitors, it would be beneficial for SCPRT to provide these services in order to keep up with the rapidly changing technology focused world.

## **APPENDIX**

- I. Hickory Knob State Resort Park Business Center Survey**
- II. David Elwart, Technology Services Internet Access Report**
- III. Hickory Knob State Resort Park survey procedures**
- IV. Hickory Knob State Resort Park Coupon Audit**

Hickory Knob Business Services Survey  
 Total Number of surveys collected: 73  
 Survey completed October 13, 2006 – December 13, 2006

1. Prior to this visit, and within the past 12 months, have you stayed overnight at Hickory Knob?

Response	Percentage	Count
Yes	31.5%	23
No	68.5%	50
Valid Responses: 73		
Total Responses: 73		

2. (Visits (not counting current visit)): If you answered "Yes" in question 1, please indicate the number of previous visits you have had to Hickory Knob within the past 12 months.

Response	Percentage	Count
One	68.0%	17
Two	24.0%	6
Other	8.0%	2
Valid Responses: 25		
Total Responses: 25		

3. What is the nature of your visit?

Response	Percentage	Count
Golfing	11.0%	8
Boating	1.4%	1
Business Meeting	50.7%	37
Social Gathering	27.4%	20
Other	17.8%	13
(Survey participants checked more than one option)		
Valid Responses: 73		
Total Responses: 73		

4. During your visit, what business service did you use?

<b>Response</b>	<b>Percentage</b>	<b>Count</b>
Copier	6.8%	5
Fax	1.4%	1
Internet	8.2%	6
Printer	1.4%	1
Other	12.3%	9
(Participants only responded if they used a business service)		
Valid Responses: 22		
Total Responses: 73		

5. Were your meeting requirements met?

<b>Response</b>	<b>Percentage</b>	<b>Count</b>
Yes	96.4%	54
No	3.6%	2
Not answered		17
Valid Responses: 56		
Total Responses: 73		

6. If you answered "No" in question 5, why not?

Unable to use cell phone
Need internet access

7. Would you recommend the Hickory Knob meeting services to a colleague or friend?

<b>Response</b>	<b>Percentage</b>	<b>Count</b>
Yes	100.00%	60
No	0.0%	0
Valid Responses: 60		
Total Responses: 73		

8. What are some things you would like to change relative to our meeting services?

<b>Responses:</b>
High Speed Internet: (4 responses)
Upgrade to luxury rooms
Business Center can take a small portion of the lobby
Hand Dryers in Conference Center are too noisy to use during class
Housekeeping would not provide paper towels, so I purchased some for us to use.
Everything was GREAT

9. Which of the following meeting services would you utilize should Hickory Knob offer a business service area?

<b>Response</b>	<b>Percentage</b>	<b>Count</b>
Copier	23.3%	17
Fax	9.6%	7
Internet	46.6%	34
Printer	23.3%	17
Other	1.4%	1
(Participants responded to more than one meeting service)		
Valid Responses: 73		
Total Responses: 73		

10. How likely would you be to access Internet services?

		<b>Not likely</b>	<b>Less Likely</b>	<b>Neutral</b>	<b>More Likely</b>	<b>Very Likely</b>	<b>Total</b>
Your Room	Count	17	2	5	9	28	61
	% by row	27.9%	3.3%	8.2%	14.8%	45.9%	100.0%
Resort Lobby	Count	16	6	11	8	8	49
	% by row	32.7%	12.2%	22.4%	16.3%	16.3%	100.0%
Business Center	Count	9	4	5	13	11	42
	% by row	21.4%	9.5%	11.9%	31.0%	26.2%	100.0%
Total	Count	42	12	21	30	47	152
	% by row	27.6%	7.9%	13.8%	19.7%	30.9%	100.0%

11. What new services would you like to Hickory Knob to provide for groups or business meetings?

Wireless Internet in our rooms and lobby (3 responses pertaining to wireless internet)
Bike Rental and Trails
Tours
Teleconference Capacity
Exercise Room
Copier and Printer are not high demand. We use a fax on occasion

12. Did you purchase items from the resort retail shop?

Response	Percentage	Count
Yes	31.9%	22
No	68.1%	47
Not answered		4
Valid Responses: 69		
Total Responses: 73		

13. (Item): If you said "Yes" in questions 12, what items did you purchase?

Book	Cups	Stepping Stone
Book Markers w/State Emblem	Fan Pull	Sweat Shirt
Candy	Golf Vest	T-Shirts (3)
Cap	Lip Balm	Wall Plaque
Cards	Men's Jacket	Windbreaker
Clothes	Note Cards	Wind Chimes (3)
Children's Sweatshirt	Palmetto Glassware	
Children's Jewelry (2)	Post Cards	
Christmas Ornaments (2)	Red Bird Thermometer	
Coffee Mug (2)	Shirts	

14. What is your overall impression of Hickory Knob State Resort Park?

<b>Responses</b>
Rooms are comfortable
Grounds and area are well maintained
Relaxing and quiet
It's a great place for meetings; would be nice if there were more restaurant options nearby, but we managed to find places to eat off-park.
Great place to have a retreat
Very nice
Great
Excellent
Cordial & Efficient Staff – Great Place to Visit!
Very impressed
Good in all respects
Very Impressive. A truly all inclusive site
Peaceful
Awesome
Beautiful, Friendly

15. Demographic Information

**Note:** Some of the survey participants may have completed part of the demographic information. Therefore, you will notice the discrepancies in the valid and total responses for the demographic information.

<b>Organizations</b>
Alcoholic Anonymous
Carolina Squares
Certified Public Managers
First South Bank
Friendship Force
822 Military Police Company Reunion
Mount Horeb Methodist Church
Tuberculosis Today Seminar
ERAU -
FFI Golf -
Garden City Barbershop Chorus
South Carolina Department of Health and Environmental Control
South Carolina Parks, Recreation & Tourism
South Carolina Highway Patrol
South Carolina Department of Juvenile Justice
South Carolina Department of Labor, Licensing & Regulations
South Carolina Department of Social Services

Southern Illinois University Carbondale
University of South Carolina
SCACA – Charleston Southern University

<b>Age Demographic Information</b>
31 – 82 Age Range
Valid Responses: 63
Total Responses: 63

<b>Gender:</b>
Female: 38      60.3%
Male: 25      39.7%
Valid Responses: 63
Total Responses: 63

<b>Occupation</b>		
<b>Response</b>	<b>Frequency</b>	<b>Count</b>
Nurse	4.6%	3
Physician	3.1%	2
Registrar	3.1%	2
Retired	24.6%	17
RN	9.2%	6
Social Worker	3.1%	2
Banker	4.6%	3
Other Responses	47.7%	31
Valid Responses		66
Total Responses		66



**FREE PUBLIC INTERNET ACCESS  
AT  
STATE PARKS AND WELCOME CENTERS  
Written by: David Elwart, Director of Technology Services  
Date: January 2007**

**Background**

Since 2002, wireless networks and hot spots have been appearing in homes and businesses, as well as public gathering places like coffee shops, parks and libraries. Businesses are deploying hot spots for a number of reasons including: quality of life, economic development and improving worker productivity.

The number of public hot spots that provide free or low-cost internet access is growing rapidly. The Yankee Group reports that the U.S. will have 72,480 WiFi hotspots in 2006 and estimates that this number will grow to over 200,000 WiFi hot spots by 2008. The spread of wireless internet is exciting for interactive advertisers; wireless internet opens up a whole new world of marketing opportunities.

South Carolina Department of Parks, Recreation and Tourism receive requests from the traveling public at Welcome Centers and guests staying at State Parks for this type of services.

The results of a survey of States shows the following States are providing public WiFi internet access at either State Parks or Welcome Centers. The survey identified that States are using one of two models for providing this service – Free and / or Fee-based. Fee-based services are generally provided by outsourced vendors, not the state agency. In the fee- based model, States collect a percentage of revenue generated by the service. Agency is not responsible for the procurement, maintenance or administration of system. In the free model, wireless service is provided free to the public but costs are incurred by the state agency which may be funded by budget items and/or offset by private advertising funds used to provide the service.

**Michigan**

Currently Michigan provides fee-base WiFi internet access at seven (7) State Parks and 2 Welcome Centers. Fee is \$7.95 for 25 hours, 19.95 unlimited.

**Iowa**

All Welcome Centers and Rest Areas Statewide 2005 - Free

**Wisconsin**

One Welcome Center (Kenosha) – Free

**Nebraska**

1 State Park (May 2006) Free

**Kentucky**

2 Resort Park pilot early 2005, pilot a success remaining 15 resort parks late 2005, all parks in 2006 Free

**Ohio**

Six Ohio State Park campgrounds are planning to pilot a new program this summer to bring the internet to the great outdoors. East Harbor, Grand Lake St. Marys, Hueston Woods, Mohican and Rocky Fork will offer Wi-Fi "hot spots" near the respective camp offices. Alum Creek will offer Wi-Fi connectivity for a fee in several locations in the campground and marina. All of the Ohio State Park resort lodges also offer wireless internet. Two resort parks offer Internet Cafes in their lobbies.

**California**

85 State Parks in 2005 - Free

**Texas**

Pilot 5 parks – Fee-based

**Oregon**

3 Parks and 6 rest areas – Fee-based

**Maryland**

Limited Welcome Centers (I-95) Free

**Wisconsin**

Welcome Centers - Free

**Georgia**

11 Welcome Centers by end of 2006 - Free

**Washington**

Initially, the service is offered at 28 of the state's 42 rest stops. Free access is limited to the Washington Department of Transportation web site, travel sites, and state tourism sites. Visiting other sites or checking e-mail will cost \$1.99 for 20 minutes or \$3.99 per day.

**Utah**

One State Park - Free

**Recommendations**

Provide free internet access using WiFi to the public at all nine (9) Welcome Centers and up to six (six) State Parks.

Through the use of technology and antenna selection, the wireless coverage located in Welcome Centers would be limited to lobby area only with little to no coverage available in the parking lot(s).

Provide free internet access to the public at Hickory Knob State Park in a phased / staged approach using the following two technologies;

- Phase I – Meeting area / lobby using WiFi
- Phase II – Business Center
- Phase III – Hotel Rooms, and lodge rooms using Long Range Ethernet over existing copper telephone lines.

Technology Services to work with State Parks to determine additional parks for deployment.

### **Cost Recovery**

The monthly recurring cost for the service could be paid for by one or a combination of the following two methods;

- Work with the agency advertising agency on the sale of advertising to be displayed on splash screen(s) upon initial access to the service. Reports would be available to be shared with advertiser(s) on number of page views for cost justification.
- Increase in nightly room / campsite rates at parks where service is available.

### **Captive Portal**

- Captive Portal allows for custom programming and reporting of splash screen
- Advertising Revenue can be generated from both traditional and non-traditional advertisers on initial splash screen.
- Provides the ability to offer a subscriptions links to SCPRT e-newsletters via splash page.
- Provides the ability to promote enterprise or other selected State Parks

### **Cost**

The following costs are based upon deployment of a WiFi solution to 10 sites (9 Welcome Centers and Hickory Knob State Park) and include only hardware and software cost. No staff time or travel cost are included. Additional park sites once identified may require additional Access Points but the core wireless infrastructure will already be in place based on this plan.

### **Monthly Recurring**

<b>Qty</b>	<b>Item</b>	<b>Cost</b>
1	3Mb internet (can increase by Mbps)	\$ 1,125.00 per month
Option		
1	10 Mb internet (example cost of max Mbps)	\$ 1,787.40 per month

### **One-Time**

<b>Qty</b>	<b>Item</b>	<b>Cost</b>
1	Captive Portal	\$5,000
1	Cisco Wireless Control System	
	100 access points license	\$3,597.00
2	Wireless LAN Controllers	\$29,754.00

**Qty**

15	<b>Option 1</b>	
	Access Points w/ separate antennas	\$8,091.00
	Antennas	\$125.40ea - \$167.40ea
	On-site Support	\$1,728.00
	<b>Option 2</b>	
	Access Points w/ fixed antennas	\$5,391.00
	On-site Support	\$1,296.00
	<b>Total One-Time Cost</b>	<b>\$45,038.00 - \$50,681.00</b>

**Proposed Deployment Schedule**

Deployment will be based upon budget and staff time constraints.

**May 2007**

1. Purchase of all hardware and software – captive Portal, Cisco Wireless Control System, Wireless LAN Controllers, Access Points and antennas.
2. Purchase and installation of Ethernet and Internet connection.
3. Custom programming of Captive Portal splash screen.
4. Development of reports.
5. Testing of system in a lab environment.

**June 2007**

1. Field deployment – scheduled to be determined.

**July 2007**

1. "Go Live" at Hickory Knob
2. "Go Live" at Welcome Centers

## MEMORANDUM

TO: Front Desk Staff  
Hickory Knob State Resort Park

FROM: Elizabeth Lemmond, Assistant Director  
Human Resource Management

DATE: October 10, 2006

SUBJECT: Guest Survey

As part of a staff project, we are conducting a guest survey to determine the best use of our current retail shop at Hickory Knob State Resort Park and would also like to provide additional business services to our guests. Enclosed are copies of a survey I would like for each front desk staff member to give guest(s) who are group participants.

**These surveys are not to be given to single guests who are not part of a group.**

**Definition of Group Participants:** Individuals who are visiting the park with other group members for business meetings, family reunions, church groups, weddings, etc.

Instructions for the Front Desk Staff who will be managing the Hickory Knob Resort Retail Coupon:

- Conduct the surveys October 13, 2006 thru December 13, 2006.
- Front Desk Staff at Hickory Knob State Resort Park will be responsible for managing the time limited 10% off retail coupon beginning October 13, 2006 thru December 13, 2006.
- Give a paper survey to each guest who is part of a group as they check into the Resort.
- Each guest will be asked to complete the survey and return it to a member of the front desk staff at the end of their visit or they may complete the survey online.  
The web address is listed at the top of the survey:  
<http://www.scprrtsurveys.com/cd305a8.htm>
- **The coupon is an incentive for returning the surveys:** When the survey is returned to the front desk, a member of the front desk staff will review the survey for completion, and then give the guest(s) a 10% off coupon for the retail shop/pro shop.

If the guest(s) decides to complete the survey online, the web browser will produce an online coupon once the survey has been submitted.

- Place each hard copy survey in the envelope provided in this packet. The packet will be mailed to me at the end of the survey period. I will be responsible for collecting the online surveys via computer.

Enclosed are 200 copies of the survey and the coupon. If you need additional copies of the coupons, please let me know and I will mail more to you.

Please do not hesitate to call me with any questions at 803-734-0861.

I appreciate your assistance!

# MEMORANDUM

To: Hickory Knob Retail Staff

From: Liz Lemmond  
Assistant Director, Human Resource Management

Date: October 20, 2006

Re: Discount Coupon for the Retail and Pro Shop

During the months of October thru December, a 10% off coupon will be given to group guests. The coupon is scheduled to expire December 31, 2007. When you receive the coupon from a guest, attach it to the cash register close-out form for auditing purposes.

Attached is an example of the coupon.

If you have any questions, please call me at 803-734-0861.

Thank you.

## South Carolina Department of Parks Recreation & Tourism

### HICKORY KNOB STATE RESORT PARK



**10% OFF**

**10% off your entire purchase in  
the Retail Shop or the Pro Shop.**

**Expires: 12/31/2007**

Cannot be combined with any other discount offer.  
Must present coupon at the time of purchase.  
Offer may be cancelled at anytime without notice.

## **Resources**

**Bizhub Minolta Copier**

**[www.pollockcompany.com/scstatecontract.htm](http://www.pollockcompany.com/scstatecontract.htm)**

**Discover South Carolina – SCPRT Website**

**<http://www.discoversouthcarolina.com/>**

**2007 Free Public Internet Access at State Parks and Welcome Centers,  
David Elwart, Director of Technology Services**

**South Carolina Department of Parks, Recreation & Tourism, Annual  
Accountability Report – 2005-2006**

**South Carolina Department of Parks, Recreation & Tourism, Fiscal Year  
Revenue Summary Report 2006, Donnie Crider, Retail Manager**